

# **5 CORE ELEMENTS OF STRAIGHT LINE SALES**

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**JORDAN  
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**STRAIGHTLINE**

## **ABOUT THE AUTHOR**

**Jordan Belfort *aka* “The Wolf of Wall Street” is a New York Times best-selling author, renowned motivational speaker on a global level, and the world’s #1 sales coach. He has created more million-dollar producers than any other sales trainer in history.**

**His book, *The Wolf of Wall Street*, was adapted into a blockbuster feature film directed by Martin Scorsese and starring Leonardo DiCaprio. And his revolutionary, one-of-a-kind Straight Line Sales System has been widely accepted as the most powerful and effective sales training system ever conceived.**



## INTRODUCTION:

The magic bullet.

When I first created the Straight Line Sales System, my team was in an uproar.

Our numbers had always been strong. But once they got their hands on this new sales and persuasion system I created, it was like their full potential had finally been unlocked.

With this powerful, yet easy-to-implement program...they suddenly had an efficient and incredibly effective approach to solving the most unsolvable sales problems.

They called it: "The magic bullet."

Ladies and gentlemen, I'm thrilled to tell you...

You are currently holding the magic bullet in your hands.



Now, I named it the *Straight Line Sales System* because the shortest distance between two points is a straight line...and I trained my salesforce to lead a target from the open to the close as quickly and elegantly as possible, without any wasted time.

The Straight Line has come to be known around the globe for creating massive success, wealth, and fulfillment for anyone who uses it.

I've created this new ebook to teach you the **5 CORE ELEMENTS** of the system.

Look, I'm going to be real with you...as I always am.

There are other sales systems out there, from so-called “gurus” and “financial experts.”

But this is the only one used to create over a billion dollars in sales worldwide and more million-dollar producers than any sales coach in history.

And yes, it's also the one that Leonardo DiCaprio teaches to Jonah Hill and his team in the award-winning hit movie they made about my life: *The Wolf of Wall Street*.

In real life, I used the Straight Line to elevate a young, ragtag group of stockbrokers into the most effective salesforce that the world has ever seen.

But in the end, the system was so powerful, and made so much money...that I lost my way for a time. I paid the price for it.

Today, I'm a changed man. I'm older and definitely wiser.

And for the last two years, I've been working with top experts in business, psychology, and education to massively upgrade the system with advanced interactivity and gamification.

I've also made certain that everyone who uses it going forward will be operating at the highest levels of ethics and integrity. That was my number one priority.

You're currently getting a sneak-preview of that upgraded system.

So, here's the thing. Some people would call me crazy for giving away the secrets contained in this ebook for free.

I know my “competitors” definitely would; but then again, they have no secrets worth your time, free or not.

But I've taken a moment away from my businesses to write down these lessons because I wanted to share with you the basics of the revolutionary Straight Line. In short...it just works. Your success is my success. And mine is yours, right?

Implemented properly, this program will allow you to double your sales, triple your closing rate, massively increase your referrals, and lead you to living a richer, happier, and more empowered life.

Consider these first 5 elements my gift to you, just for showing an interest in improving yourself, your life, and your company.

Here's to taking your first step down the road to becoming a top producer and world-class closer in your field.

To your success,

JB

# THE THREE “MUSTS” OF THE CLOSING PROCESS: THE THREE 10s

Before you can close a sale, you must accomplish three things with the prospect:

- 1) **The prospect must love your product.**
- 2) **The prospect must trust and connect with you.**
- 3) **The prospect must trust and connect with your company.**

If you fail to accomplish any one of these, the prospect will not buy.

Think about it.

Let's say that you're interested in buying a car and I'm your salesperson.  
You've known me for years; you trust both me and the dealership.

However, you believe the car is a piece of junk. Will you buy it?

No, of course not!

Your prospect has to love your product, trust and connect with you, and trust and connect with your company.

In every sale, you must have all three!

## REMEMBER THE THREE 10'S

### FIRST 10

They Love  
YOUR Product

### SECOND 10

They Like  
and Trust You,  
and know that  
YOU care

### THIRD 10

They TRUST  
your company

## EARNING “TENS” FROM THE PROSPECT

How do you get the prospect to love your product, trust and connect with you, and trust your company?

By continually building a strong, airtight logical and emotional case as you move your prospect down the Straight Line.

## CLOSING THE SALE WITH THE STRAIGHT LINE SYSTEM

Remember, your goal is to get your prospect as close as possible to a 10,10,10 on the certainty scale. Otherwise, it will be nearly impossible to make the sale.

Here's the thing. Don't make the mistake of assuming that once you get the prospect to a 10 in all three areas that they will simply stay there.

### KEY POINT

***Certainty wanes. So, as you approach the close and ask the prospect for the order, the prospect must be at a 10,10,10 in that exact moment!***

Follow me so far?

Great.

Now, after the prospect loves your product, and trusts and connects with you, they must also trust and connect with your company.

Once you've brought the prospect up to a 10 in all three areas, ask for the order.

Don't...“ASK FOR THE ORDER!”

Instead, do it in a calm, straightforward manner, as in...

“Ask for the order.” Do it calmly, elegantly, and compassionately with a tone that shows the prospect that you care. Because, in fact, you do.



# **THE FIRST TEN**

## **The prospect must love your product**

During every sale, you need to develop a strong, airtight logical case of why your product is the best thing since sliced bread.

On top of that, you must convince the prospect that your product logically fills his or her needs.

You still need the emotional component, but without logic...your sales presentation is dead in the water.

Finally, never assume that you have a 10 in the first place. Instead, have the customer verify it for you. Again, we're always looking to build massive certainty with our prospects.

## **KEY POINT**

***Forget everything you've heard about people not buying based on logic, because it simply isn't true!***

In order to progress down the Straight Line, your prospect needs to make it very clear that he believes you have laid out a powerful and *logical* case.

He needs to say, "This is a great product. It absolutely fills my needs."

Once you hear that, you're off to the races.

Keep in mind. The prospect can't just "kind of like" your product. He or she has to love it. The best way to do that...

Think of the phrase: "Benefits over Features." It's an idea we dive deeper into with my Straight Line Sales Certification program.

In short, you can talk to a prospect about the features of your product until you're blue in the face. But to make a real impact, you need to focus on what the benefits of using your product will be -- *how it will make them feel, how it will make them look, how it will change their life, etc.*



And remember, do not attempt to move forward on the Straight Line until you have established that the prospect is as close as possible to a 10 in terms of your product.

The next pattern, the Second Ten, involves another key component of turning you into a top producer and world-class closer...

Selling yourself!

When you get the prospect to a 10 for your product, it may only last for a moment.

As you begin selling yourself, people will naturally begin to lose some enthusiasm for your product. Don't worry. It's part of the process.

You're in control here. Before you proceed, you must do this one thing. You need to be sure to move the prospect's certainty for your product...*back up to a 10!*

## **THE SECOND TEN**

### **The prospect must trust and connect with you**

Getting prospects to love your product is the logical part of the sales process.

Getting them to love you is more emotional. In addition to loving and trusting you, prospects must also know that you care.

You can't just come out and say, "I'm a trustworthy person, so love and trust me." Right?

Of course not.

But...

You *can* imply it. How? With a few of the other key tenets of the Straight Line System. Your tone, your language, your body language, and the way you build massive rapport.

Once you start using these aspects of my SLS System, you'll see results. Not in the first year. Not in the first month. ***But in the first week.***

Now, there's a reason for that...the Straight Line System has an incredibly high

“good enough” factor. So, even when you’re just getting started, you *still* see really good results.

And once you master the system...by perfecting your tone, language, and body language...

You’ll quickly get to the highest level of Straight Line proficiency, where you can literally *close anyone who's closable*.

Now, obviously that doesn’t mean you’ll close EVERYONE, but with this system, you’ll know that if *you* couldn’t close them, no one could.

And that’s a really good feeling to have, right?

### **THREE THINGS IN 4 SECONDS**

You’ve probably heard the phrase: “You only get one chance to make a first impression.”

The thing you may not realize is that this applies to any situation, especially in business. But only in person, right Jordan?

Wrong.

Making a memorable first impression applies to any interaction: *in person AND on the phone*.

No matter who you are...or where you are in the world...we all think in pictures, don’t we?

So when people hear your voice, they form a mental picture of you **in 4 seconds flat!** Therefore, the moment they hear your voice as a salesperson -- *bam!* -- they make an assumption about you. So...

### **YOU MUST ESTABLISH THE FOLLOWING THREE THINGS IN THE FIRST 4 SECONDS OF THE SALE:**

**1) You’re sharp as a tack.**

*If they don’t think you’re sharp as a tack, you’re wasting their time.*

## 2) You're as enthusiastic as hell.

*This tells the prospect that you have something really special to offer.  
If YOU don't believe in the product you're selling, and yourself, why should they?*

## 3) You're an expert in your field.

*People are taught to respect and listen to authority figures from a young age.  
By knowing your sales pitch in and out, you immediately establish massive rapport  
with your prospect as a person who can and should be trusted.*

This all rolls up to establish one simple, yet essential fact: YOU are someone who can help your prospect get what they want and achieve their goals. Just by establishing these three key ideas.

Congratulations, you've moved your prospect down the Straight Line.

## TAKE CONTROL

To take this concept one step further, this process ultimately translates to: Establishing for people that you are indeed someone who can help them take control of their lives.

This is important because people have a desire to gain control. When they're feeling out of control, they'll take action to get back in control.

For example, when someone has poor credit, do they feel in control...or out of control?

Or how about this? When somebody wants to buy a new car because their old car looks like a piece of junk...and they drive down the street with their friends and neighbors staring at them.

I'll ask you again:

Does that person feel in control...or out of control?

Now, we all know the answers to those questions, right?

Here's another situation for you: a married couple is looking to hire an investment advisor to plot their path to a secure financial future. Do they feel in control...or out of control?

It's simple, isn't it?

In this case, the married couple is looking to find someone to help them fill a need and achieve a goal.

Your job as a salesperson is exactly the same: ***To help people fill their needs, achieve their goals...and ultimately, gain control over their lives.***

If you don't establish these three things (*You're sharp as a tack, You're as enthusiastic as hell, You're an expert in your field*) in the first 10 to 15 seconds, you're done.

You should hang up the phone or just walk away...and move on. But if you can accomplish these tasks, you'll make a great first impression and absolutely increase certainty in the hearts and minds of ANY prospect!

Let's remember...

Even if you do establish my three keys, it does not mean that someone will automatically buy from you.

However, by following the Straight Line and establishing these beliefs, you'll put yourself in the best possible position to close the sale!

## IN PERSON

When you're making a sale in person, the rules change a bit.

For in-person sales, you have only 1/4 of a second before you've been judged by a prospect, simply based on the way you look and how you carry yourself.

In that time, you've been dissected, assessed, and re-assessed. You've been packaged and compartmentalized, and they've put you in a cubby hole. From that point on, it's your job to fight your way out of that box.

If you want to master the Art & Science of Persuasion -- and let's be honest, who doesn't? -- then here's my advice.

Show up on point. Dress how an expert in your field would dress. Prepare for every interaction.

And give yourself the very best possible chance...to close anyone who's closable.

## **THE THIRD TEN**

### **The prospect must trust and connect with your company**

After the prospect loves the product, and trusts and connects with you, they must also trust and connect with your company.

If you sense that the prospect is not in love with your company, it's your job to take control of the situation. It can be as simple as saying, "Let me tell you a little bit more about my company...."

Then, you launch into your pitch, the one you've fine-tuned and finessed about how fantastic your company is performing.

Or, it can be more personal than that. You can discuss the inspirational owner of the business and the strong leadership he provides.

Or, if that owner is you, you can launch into all the wonderful things you're doing for the local community.

Now, it goes without saying that all these things should all be true.

One of the major aspects of the Straight Line System is that each salesperson is expected to operate at the highest levels of ethics and integrity. Because, at the end of the day, your ethics and integrity are two of the driving forces that will empower you to reach the three 10s.

### **KEY POINT**

***Use all the tools you have to tell your best truth about your company.  
But remember, always maintain your ethics and integrity!***

As a salesperson, you need to use all the assets you have available to you.

You can talk about your company's reputation among its competitors. You can quote articles. You can reference customer satisfaction surveys.

One of the highest levels of the Straight Line that I teach in the certification program...is learning the value of social proofs and relevant experts.

A simple, yet effective way to build massive rapport with your prospect: align yourself and your company with successful people of influence and people who are well-respected in the business world.

## TELL STORIES

We all love a great story, don't we?

It doesn't matter where you live, or where you're from, people love to hear a captivating and compelling tale. Think about it.

Would you like to read a dozen facts about the First War of Scottish Independence against King Edward I of England?

Or would you rather watch Braveheart?

You can tell your prospects what your product does, sure. But you know what really hooks them?

Telling them a story of how you and your product can MAKE THEIR LIVES BETTER!

## FUN FACT

***A recent study found that when you tell a story about your brand, it's up to 20 times more memorable than using facts alone.***

When you tell a potential client an authentic story about how your product -- made by your company -- solved a customer's problem and alleviated their pain, it can be an enormously powerful way to increase certainty.

You can relate your success with recent customers, or talk about how a skeptical prospect became a customer for life.

Humans have communicated through storytelling since the dawn of time, long before there was a written language of any kind.

If you're able to successfully paint a picture of how great your prospect's life will look once they're on board with you, your product, and your company...

You'll get her (or him) emotionally involved, build rapport, and skyrocket certainty to staggering rates. And that's one of the keys...to mastering my Straight Line System.

## **THE ACTION THRESHOLD**

The Action Threshold is perhaps the most important concept when it comes to influencing people.

Human beings are not random creatures. We don't do things by accident. We do things for a reason and we generally have positive intent with what we do.

That doesn't mean we always do things that empower us. Sometimes we make lousy decisions, and usually...it's because we think it's in our best interest.

The Action Threshold represents this idea.

**The Action Threshold is the collective level of certainty  
a prospect needs to be at before they are comfortable enough  
to take action.**

The Action Threshold is merely someone's beliefs about buying.

Through life experiences, people build up resistance, often referred to as "limiting beliefs"...that lead to a higher set point for buying.

Past experiences buying a car or another product affects their decision-making.

It can be a negative experience when a company didn't stand behind their warranty. Or it can even be the advice our mothers gave us while growing up.

The accumulation of all these occurrences create voices in our heads that tell us:  
"Don't Buy!"



In order to combat limiting beliefs and lower a prospect's Action Threshold, we use three important tactics:

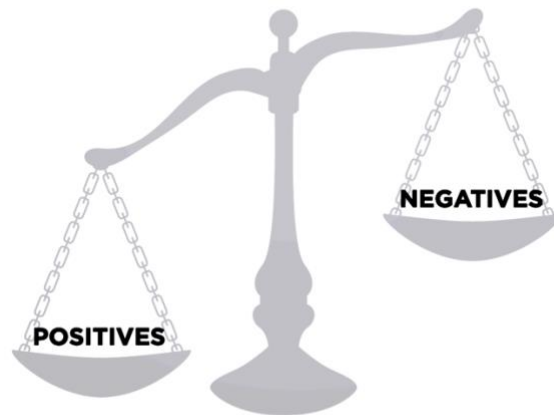
- 1) **Making an Airtight Logical Case**
- 2) **Making an Airtight Emotional Case**
- 3) **Eliminating their Limiting Beliefs About Buying**

**“All human action, whether it has become  
positive or negative, must depend on motivation.”**

**— TENZIN GYATSO, THE 14TH DALAI LAMA**

Think about a person's Action Threshold as a giant scale.

The fulcrum in the middle of the scale is the person's action set point, with all of the positives (good things that will happen if the decision is made) on the left-hand side, and all of the negatives (bad things that will happen if the decision is made) on the right-hand side.



And then you have the invisible force, which is your prospect's limiting beliefs about buying.

These limiting beliefs dramatically impact whether the scale tips to the positive side or the negative side. (For reference, tipping the scales is when the positives outweigh the negatives and vice-versa).

When you're using the Straight Line System properly from open to close, you're building up positives, knocking out negatives, and changing the prospect's beliefs about buying — all at the same time, without the prospect even knowing it.

That's really what the core idea of sales is: to influence someone to a point when they finally say...“yes.”

Again, please only do this ethically! Remember, if you use the Straight Line you will close your prospect.

However, only those who are closable should be closed. That is your goal.

## **THE PAIN THRESHOLD**

People tend to buy when they're feeling pain. It's as simple as that.

If people are in pain, they want the pain to go away, so they act.

In the absence of pain, people only tend to buy when it's a perfect fit. And really, how often is anything totally perfect?

Take your car, again, for example.

Like my father, Mad Max, you might love your mechanic and never cheat on him, but if you need service and you're driving out of state, you can't fly your mechanic in, right?

When your AC unit goes down on the hottest day of the year and you're having guests for the weekend, you get a new AC unit, even if it costs more than you wanted to spend.

***Pain is the ultimate motivator.***

Most of us walk around in perpetual denial. There are things we know we need, but we put them out of our minds to convince ourselves that everything is just fine the way it is, because it's simply easier that way.

It's only when we're in pain — when the unaddressed need is causing us discomfort — that we are forced to act.

We know we need a new roof for our home, but it's not leaking right now, so we put it off, right?

Then, one day a big storm blows in and the roof starts leaking all over the bedroom, threatening to ruin valuable artwork, the drywall, the furniture, etc.

Guess what? We buy a new roof immediately.

When teaching this concept, I often tell a story about my tooth. As long as my tooth is not hurting me at any particular moment, I'm a **buyer in power**.

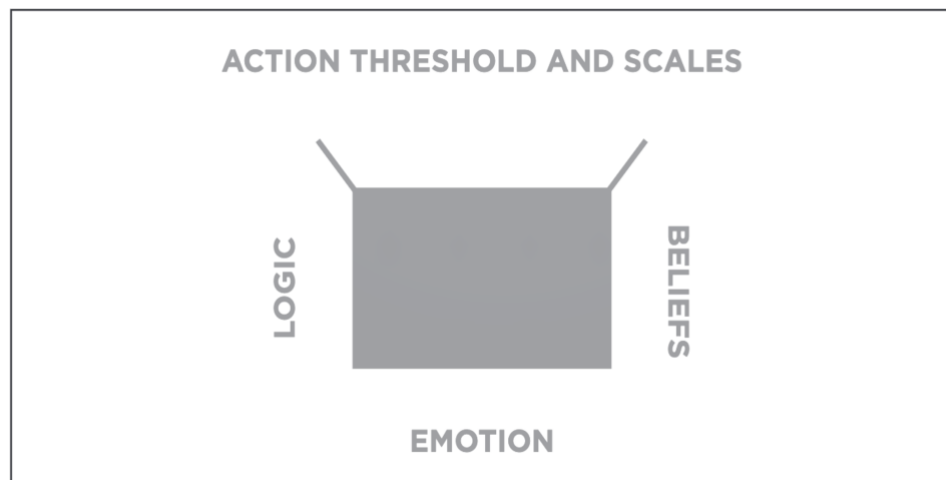
But once a dentist explains that if it's left unattended, bad and painful things will happen to me, I become **a buyer in heat**.

Pain is the ultimate motivator.

When you use the Straight Line System, you learn to recognize a buyer in heat.

But remember, don't pile it on too soon. Identify the prospect's pain as you move down the line, then address how your product can alleviate that pain...and watch as their Action Threshold drops like a bag of cement.

And at the same time, you'll see your closing rate absolutely SOAR!



## **IN CLOSING**

If you're reading this section, I assume you were able to grasp the massive value contained in this ebook.

You've read through the pages carefully and taken these important strategies to heart. Congratulations, my friend. These lessons will serve you well.

I suggest that you study the **5 Core Elements** until you know them backwards and forwards. Follow my instructions, practice my methodology, then carry your new skills into the field with CLARITY, CONFIDENCE, and CONVICTION.

And keep in mind, as powerful as these elements are...

*They are just the tip of the iceberg.*

When you're ready to skyrocket your sales and master the Art & Science of Persuasion...I have an offer for you.

### **IMAGINE HOW IT WILL FEEL**

Seeing another \$2,000, \$3,000...or even 10,000 in extra income in your bank account every month?

Let me tell you. There's no better feeling in the world. So make it a reality.

*Do you want to make more money? Pay off debt? Take that dream vacation?*

If the answer to any of those questions is... **YES!**

Sign up for my Straight Line Sales Certification program today.

[Click here to learn more about Straight Line Sales Certification 4.0.](#)

SLS 4.0 is the massively upgraded version of the program I used to create over **\$500 million in sales** and **more million-dollar producers** than every other sales trainer in the world...combined.

We're talking about a revolutionary, 12-week, fully interactive online training program. Jam packed with 75 lessons, and enhanced by hundreds of hours of video, including ongoing coaching and mentoring in the form of Daily Motivations and Weekly Coachings, which I conduct personally.

It's the closest thing on the planet to being trained by me live, in-person, one-on-one...now with the incredible benefit of online convenience, from anywhere in the world.

The goal of the program is simple: To turn you into nothing less than a **top producer** and **world-class closer** in your field. *Bottom line.*

Again, thanks for reading this ebook and being a part of our community!

And remember, if you want to maximize your true potential and change your life forever by catapulting your income, and your success to new heights, just [click here](#).

Yours in success,

A handwritten signature in black ink, appearing to read "Jim Belton". The signature is fluid and cursive, with a long horizontal line extending from the end.

P.S. I want to hear from you as soon as you put these **5 Core Elements** of the Straight Line into action. I look forward to hearing your stories of sales triumph.

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P.P.S. When you're ready to take your game to the next level...

[Click here to learn more about Straight Line Sales Certification.](#)

P.P.P.S. I'm so confident this interactive, online training program will skyrocket your sales and bring massive value to every area of your life, I'm giving you this one-of-a-kind offer.

Every Straight Line Sales Certification program enrollment comes with a risk-free, 30-day money back guarantee!

If you're not satisfied with the program after a month, just return it for a full refund. How's that for making it easy! You may ask: *Why are you doing it, Jordan?* It's simple.

Because I want you to succeed. I don't win unless you win, right?

At the end of the day, you have nothing to lose and literally everything to gain.

So, get on board today – and start seeing these life-changing results we're talking about...for yourself.

**[CLICK HERE IF YOU WANT RESULTS!](#)**

Thanks for reading my new ebook: **5 CORE ELEMENTS OF STRAIGHT LINE SALES.**